



Retail Goods and Services Expenditures

Prepared by

Counties: Winston, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Southern Satellites	79.2%	Population	24,900	24,923
Rooted Rural	7.0%	Households	10,373	10,480
Heartland Communities	3.8%	Families	7,346	7,297
Home Town	3.0%	Median Age	40.1	41.8
Salt of the Earth	3.0%	Median Household Income	\$32,687	\$36,307

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	\$1,428.72	\$14,820,108
Men's	54	\$269.21	\$2,792,551
Women's	49	\$475.55	\$4,932,908
Children's	62	\$274.35	\$2,845,823
Footwear	47	\$236.75	\$2,455,804
Watches & Jewelry	49	\$95.96	\$995,349
Apparel Products and Services ¹	52	\$76.90	\$797,673
Computer			
Computers and Hardware for Home Use	54	\$118.31	\$1,227,191
Software and Accessories for Home Use	48	\$14.35	\$148,871
Entertainment & Recreation	62	\$2,140.65	\$22,204,994
Fees and Admissions	46	\$278.90	\$2,893,077
Membership Fees for Clubs ²	48	\$75.61	\$784,268
Fees for Participant Sports, excl. Trips	48	\$54.62	\$566,571
Admission to Movie/Theatre/Opera/Ballet	42	\$62.84	\$651,823
Admission to Sporting Events, excl. Trips	49	\$28.02	\$290,700
Fees for Recreational Lessons	44	\$57.82	\$599,715
TV/Video/Sound Equipment	61	\$709.72	\$7,361,939
Community Antenna or Cable Television	66	\$439.28	\$4,556,652
Color Televisions	52	\$71.80	\$744,794
VCRs, Video Cameras, and DVD Players	61	\$23.77	\$246,529
Video Cassettes and DVDs	62	\$37.44	\$388,377
Video Game Hardware and Software	60	\$19.86	\$205,970
Satellite Dishes	68	\$1.04	\$10,744
Rental of Video Cassettes and DVDs	57	\$34.11	\$353,804
Sound Equipment ³	50	\$79.24	\$821,982
Rental and Repair of TV/Sound Equipment	55	\$3.19	\$33,087
Pets	75	\$330.52	\$3,428,447
Toys and Games	65	\$118.12	\$1,225,296
Recreational Vehicles and Fees ⁴	81	\$366.93	\$3,806,165
Sports/Recreation/Exercise Equipment ⁵	61	\$140.64	\$1,458,823
Photo Equipment and Supplies ⁶	58	\$79.88	\$828,610
Reading ⁷	55	\$115.94	\$1,202,637
Food	63	\$5,333.58	\$55,325,186
Food at Home	65	\$3,291.57	\$34,143,505
Bakery and Cereal Products	65	\$470.52	\$4,880,682
Meat, Poultry, Fish, and Eggs	68	\$890.17	\$9,233,710
Dairy Products	65	\$360.06	\$3,734,908
Fruit and Vegetables	60	\$526.05	\$5,456,693
Snacks and Other Food at Home ⁸	67	\$1,044.78	\$10,837,512
Food Away from Home	60	\$2,042.00	\$21,181,681
Alcoholic Beverages	53	\$325.80	\$3,379,493
Nonalcoholic Beverages at Home	70	\$302.76	\$3,140,523



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	32	\$483.66	\$5,016,991
Vehicle Loans	77	\$4,739.98	\$49,167,828
Health			
Nonprescription Drugs	70	\$85.49	\$886,834
Prescription Drugs	84	\$483.83	\$5,018,726
Eyeglasses and Contact Lenses	66	\$54.58	\$566,209
Home			
Mortgage Payment and Basics ⁹	54	\$4,695.21	\$48,703,374
Maintenance and Remodeling Services	55	\$1,088.51	\$11,291,151
Maintenance and Remodeling Materials ¹⁰	78	\$293.58	\$3,045,277
Utilities, Fuel, and Public Services	68	\$2,970.13	\$30,809,169
Household Furnishings and Equipment			
Household Textiles ¹¹	56	\$77.93	\$808,355
Furniture	53	\$340.39	\$3,530,829
Floor Coverings	50	\$45.05	\$467,276
Major Appliances ¹²	69	\$201.58	\$2,090,959
Housewares ¹³	58	\$60.56	\$628,181
Small Appliances	65	\$24.13	\$250,271
Luggage	42	\$4.32	\$44,797
Telephones and Accessories	56	\$26.66	\$276,514
Household Operations			
Child Care	45	\$188.68	\$1,957,191
Lawn and Garden ¹⁴	80	\$357.60	\$3,709,409
Moving/Storage/Freight Express	52	\$27.63	\$286,634
Housekeeping Supplies ¹⁵	68	\$522.47	\$5,419,553
Insurance			
Owners and Renters Insurance	73	\$348.56	\$3,615,590
Vehicle Insurance	66	\$966.92	\$10,029,878
Life/Other Insurance	69	\$443.37	\$4,599,084
Health Insurance	74	\$1,452.23	\$15,064,029
Personal Care Products ¹⁶	62	\$291.01	\$3,018,697
School Books and Supplies ¹⁷	52	\$63.02	\$653,713
Smoking Products	80	\$387.07	\$4,015,115
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	75	\$4,290.26	\$44,502,900
Gasoline and Motor Oil	75	\$1,529.49	\$15,865,442
Vehicle Maintenance and Repairs	63	\$671.82	\$6,968,802
Travel			
Airline Fares	44	\$178.96	\$1,856,355
Lodging on Trips	54	\$222.18	\$2,304,701
Auto/Truck/Van Rental on Trips	40	\$17.61	\$182,704
Food and Drink on Trips	56	\$261.79	\$2,715,529

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.